

CASE STUDY

Claire's Accessories

MARKET SECTOR:
RETAIL



Alan Fox – European Loss Prevention Director

claire's

With over 3,000 stores globally in over 34 countries, Claire's is a leading fashion retailer of jewellery, accessories, and cosmetics aimed at inspiring girls and women around the world to become their 'best selves'.

Leading the way in Europe

In late 2016, dissatisfied with the inaccuracies and results he was receiving with his global supplier, Alan Fox, European Loss Prevention Director, entered discussions with Orridge and introduced a trial of 14 full stock counts across the European estate.

Today, Orridge undertake a full rolling inventory programme throughout the year covering 900 stores across the UK and Europe.

Reaping the rewards

"The bespoke reports that Orridge produce are great. I am able to share data and reports across the business with buyers, merchandisers, and the CEO and my loss prevention team are able to tap into the reports to see what is delivered to each store against existing stock and where it is located.

"All too often we hear that sales are poor due to theft. Accurate stockfiles through good inventory processes and controls allow us to pinpoint and support sales, which can often be attributed to count inaccuracy and poor processing through the till points. These reports allow us to balance stock movement and sales history

so that we can monitor store performance. It also allows us to track stock not on sale and the duration that this stock has been in the store stockroom.

"Inventories add real value especially when the count data can be used in this way. It allows both loss prevention and retail to focus on the opportunities to improve store performance in Sales and Stockloss.

The stocktakes provided by Orridge identify many situations, including distribution issues up the line too".

"The ability to see if a product has been counted on the wrong product code is essential in identifying problems within the store and to improving sales. In the past products were lost through poor stock counting, with product codes being migrated to another product."

How has Claire's benefited across Europe?

"When I started working for Claire's, my goal was to reduce shrinkage by 50 percent. I'm delighted that we have accomplished this goal, however, I know we can reduce shrinkage further. I am confident that, through the close relationships my team and I have with our dedicated Client Account Manager and Orridge's IT development team, this can be achieved".

Would you recommend Orridge to other European retailers?

"Absolutely. I have worked with many suppliers of stocktaking solutions and the service and accuracy that Orridge provide are the best of them all. Claire's stores are not the easiest to count due to the volume of stock and the environment, but Orridge manages the challenges they face to produce quality stocktakes with reporting that is second to none".

"Anyone can say they achieve 99.9 percent accuracy in stocktaking, but negative sales/negative stock on hand is evident directly following a stocktake.

"Since using Orridge, our negative hand on stock has been the lowest it has ever been. No stocktake will ever be 100 percent accurate and shrinkage is a key metric to measure against.

Having an accurate stock file helps in winning the war against shrinkage".

"The stocktakes and data provided by Orridge identify many situations, across all areas from allocations to the till point".



To find out more about Orridge's European stocktaking services or to arrange a meeting, please contact:

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